built in

2025 Talent Trend Report

We surveyed more than 350+ HR and Talent Acquisition professionals to understand their priorities and challenges going into 2025.

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Priorities Shift as Hiring Recovers.

#1 U.S.-Based Hiring

#2 Hiring Tech Talent

#3 Employee Retention

Hiring Tech Talent Remains a Strategic Priority, Yet It's Still a Challenge.

59% report traditional tech roles make up at least 25% of their planned hires.

47% report emerging tech roles make up at least 25% of their planned hires.

41% of respondents said that it remains consistently challenging, 18% said it's harder than ever.

Economic Uncertainty Requires Balanced Global Hiring.

While US-Based hiring is a top priority, the majority of North American survey respondents also have an international hiring strategy.

60% of respondents will hire outside of the U.S. in 2025

India, Europe, and Latin America are expected to see faster tech job growth, especially in AI, fintech, and cloud roles

U.S. hiring will continue to grow for specialized, highly-skilled tech roles

Recruiting for Traditional Tech and Jobs of the Future Requires a Multi-Channel Approach.

Why? The candidate journey has changed and that means recruitment must change as well. Recruiters need strategies to connect with candidates at every stage of the process as they learn about potential employers, explore career opportunities, evaluate company culture, and assess their fit.

Top channels in tech recruitment
By percentage of top 3 rankings

- Referrals - **48.4%**
- Third-party job platforms - **40.9%**
- Employer branding - **40.3%**
- Recruiting agencies - **39.6%**
- Tech-specific platforms - **38.7%**
- Outbound Sourcing - **37.4%**
- Social Media - **29.6%**
- Events - **25.2%**

Candidates research and shop for jobs the same way they shop for brands.



Employer Brand Investments Rising to Attract & Retain Tech Talent.

51% of companies are increasing their employer brand investments

33% of companies are building an employer brand that appeals to a tech audience

37% of companies are prioritizing driving retention with employer brand

Built In Helps You Capture The Hardest-To-Reach Tech Audience

Built In helps you attract motivated, highly-skilled professionals, strengthen your employer brand, and improve the quality of inbound candidates. Whether you're building a talent pipeline or boosting employee retention and referrals, Built In is your trusted partner in finding, hiring, and keeping the best in tech.

5M+ Monthly Visitors

8.5 Average Years of Work Experience

65% Mid-Senior Level

50% Average Female Visitors Across All Sites

- Software Engineer + Data Science — **32%**
- Operations / IT — **19%**
- Product + Design — **11%**
- Sales — **11%**
- Marketing — **9%**
- HR + Finance — **9%**

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